

REMARKS

Applicants have elected to amend the original claims solely for the purpose of prosecuting amended claims in this application. These amended claims better encompass the full scope and breadth of certain aspects of the present invention. No new matter has been added.

Respectfully submitted,



Frank R. Agovino, Reg. No. 27,416  
SENNIGER, POWERS, LEAVITT & ROEDEL  
One Metropolitan Square, 16th Floor  
St. Louis, Missouri 63102  
(314) 231-5400

Express Mail Label No. EL890687030US

**VERSION WITH MARKINGS TO SHOW CHANGES MADE**

15. (once amended) [A method for use by a host of managing partners offering partner Web pages relating to a theme, the method comprising the steps of: providing a host Web site provided by the host and accessible by users, said host Web site including a plurality of host Web pages relating to the theme; and] The method of  
5 claim 14 further comprising the step of establishing a contract between the host and the partners specifying a content of the partner Web pages.

16. (once amended) A system for providing information relating to a theme and for a presenting product related to the theme, said system comprising:

an integrated web ring (IWR) site including a plurality of partner Web pages relating to the theme and provided by the partners, a host Web site provided by the host  
5 and accessible by users, said host Web site including a plurality of host Web pages relating to the theme, [and] links from the host Web site to selected partner Web pages, and tracking software for monitoring user access to the IWR site, to the selected partner Web page and to the host Web pages and generating performance indicators relating thereto; wherein the IWR site is presented as a resource and wherein the host Web site  
10 presents the product in association with the IWR site.

17. (once amended) A method for providing information relating to a theme and for a presenting product related to the theme, said method comprising the steps of:

providing an integrated web ring (IWR) site including a plurality of partner Web pages relating to the theme and provided by the partners;

5 providing a host Web site provided by the host and accessible by users, said host Web site including a plurality of host Web pages relating to the theme;

authorizing the host to select a partner Web page; and

linking the host Web site to selected partner Web pages wherein the IWR site is presented as a resource and wherein the host Web site presents the product in association  
10 with the IWR site.

18. (once amended) An integrated web ring (IWR) site of a host and a plurality of partners for providing and managing information relating to a theme, the IWR site comprising:

a plurality of partner Web pages relating to the theme and provided by the

5 partners;

a host Web site provided by the host and accessible by users, said host Web site including a plurality of host Web pages relating to the theme;

a link from the host Web site to a selected partner Web page;

a common navigational tool provided by the host Web site for searching and

10 accessing only the host Web pages and the selected partner Web page; and

a display of additional information relating to the partners.

19. (once amended) [An integrated web ring (IWR) site of a host and a plurality of partners for providing and managing information relating to a theme, the IWR site comprising:

a plurality of partner Web pages relating to the theme and provided by the

5 partners;

a host Web site provided by the host and accessible by users, said host Web site including a plurality of host Web pages relating to the theme ;

a link from the host Web site to a selected partner Web page; and] The integrated web ring (IWR) site of claim 18 further comprising a customized newsletter option

10 selectable by each user which periodically delivers to each particular user selecting the option information relating to topics designated by the selected user.